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Mitsubishi Electric Celebrates 90th Anniversary

Tokyo, January 31, 2011 – Mitsubishi Electric Corporation (TOKYO: 6503) today announced that it will celebrate its 90th anniversary on February 1, 2011.

“Looking ahead to our 100th anniversary, Mitsubishi Electric will maintain its strong belief that continuous change is the wellspring of new value,” said Kenichiro Yamanishi, President and CEO of Mitsubishi Electric Corporation. “Mitsubishi Electric will combine new ideas with the wisdom forged by 90 years of experience to position itself as a global, leading green company, enriching society with technology.”

“Embracing the spirit of our corporate statement, *Changes for the Better*, and our environmental statement, *Eco Changes*, we must change from within and be able to adapt to make things better,” he added. “Operating with these concepts in mind, each Mitsubishi Electric business will productively contribute to its industry and society as a whole.”

Commemorating its 90th anniversary, Mitsubishi Electric has formulated a logo embodying its aims to become a global, leading green company, enriching society with technology. This logo will be used globally throughout the Mitsubishi Electric Group’s operations.

The 90 years of Mitsubishi Electric

Mitsubishi Electric was established in 1921 as a spin-off of the Mitsubishi Shipbuilding Company’s electric factory. In a constantly changing world, the Mitsubishi Electric Group has kept its focus on contributing to society through technology. The group’s Corporate Mission, which was revised on its 80th anniversary in 2001, underscores this spirit of contribution: the Mitsubishi Electric Group will continually improve its technologies and services by applying creativity to all aspects of its business. Providing its wide range of high-quality products and services for homes, offices, factories, social infrastructure and even space systems, Mitsubishi Electric strives to enhance the quality of life throughout society.

About Mitsubishi Electric's 90th anniversary logo

The figure “90” was combined with an image that stands for both a “leaf,” symbolizing the environment, and a “wing,” which characterizes the company’s leap towards the next ten years. The color green expresses the company’s continuing commitment to the environment and quality of life.



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About Mitsubishi Electric

With 90 years of experience in providing reliable, high-quality products to both corporate clients and general consumers all over the world, Mitsubishi Electric Corporation (TOKYO: 6503) is a recognized world leader in the manufacture, marketing and sales of electrical and electronic equipment used in information processing and communications, space development and satellite communications, consumer electronics, industrial technology, energy, transportation and building equipment. The company recorded consolidated group sales of 3,353.2 billion yen (US\$ 36.1 billion*) in the fiscal year ended March 31, 2010. For more information visit <http://www.MitsubishiElectric.com>

*At an exchange rate of 93 yen to the US dollar, the rate given by the Tokyo Foreign Exchange Market on March 31, 2010